8. (Amended) The method according to claim 7, further comprising the steps of:

m) inserting a local broadcast into a particular local channel of the local multicast channels, the local broadcast being different from a prior broadcast transmitted to the particular local channel; and

n) if the receiver issues a request to receive the local broadcast, establishing a communication link for the receiver to the particular local channel to receive the local broadcast.

11. (Amended) The method according to claim 1, wherein the receiver is wireless, and receives the broadcast in a first subnet using a multicast communication, and further comprising the steps of:

p) receiving, from the receiver, a request to receive the broadcast in a second subnet so as to move the real-time broadcast from the first subnet to the second subnet; and

q) after receiving the request from the receiver, providing the broadcast to the wireless receiver in the second subnet using the multicast communication.

16. (Amended) The method according to claim 13, wherein the predefined content data includes at least one of an advertisement, a station break announcement, a promotion and pre-recorded content for global broadcast.

20. (Amended) The method according to claim 17, wherein the receiver is wireless and receives the real-time broadcast in a first subnet using a multicast communication, and further comprising the steps of:

- receiving, from the receiver, a request to receive the real-time broadcast in a second subnet so as to move the real-time broadcast from the first subnet to the second subnet; and
- after receiving the request from the receiver, providing the real-time broadcast to the wireless receiver in the second subnet using the multicast communication.

22. A method for providing and maintaining a real-time broadcast to a wireless receiver on a communications network, comprising the steps of:

providing the real-time broadcast into the receiver in a first subnet using a multicast communication;

receiving, from the wireless receiver, a request to receive the real-time broadcast in a second subnet so as to move the real-time broadcast from the first subnet to the second subnet; and

after receiving the request from the wireless receiver, providing the real-time broadcast to the wireless receiver in the second subnet using the multicast communication.

27. (Amended) A receiver, comprising:

a tuner receiving at least one of a radio broadcast and a television broadcast;

an Internet Protocol-type communication device configured to receive a real-time Internet Protocol broadcast via a multicast communication; and

a switching device switchably coupled between the tuner and the Internet Protocol-type communication device.

28. (Amended) The receiver according to claim 27, wherein the switching device is switchable between a first state and a second state, the first state enabling the tuner to receive broadcast signals, the second state enabling the Internet Protocol-type communication device to receive Internet Protocol type data using the multicast communication.

31. (Amended) A method for monitoring a number of receivers that receive a broadcast via a communication network, comprising the steps of:

providing the broadcast to at least one of the receivers on at least one local multicast channel; and

at a predetermined time and using a multicast communication, determining the number of the receivers which are receiving the broadcast, the number being determined by receiving information from the receivers indicative of the response signals being transmitted by the receivers.

Please add new claims 33-37, as follows:

--33. (New) The method according to claim 13, wherein a start of the at least one break triggers the inserting step.

34. (New) A software arrangement configured to facilitate a broadcast of content to a receiver via a communication network, wherein, in operation, the software arrangement configures a processor to perform the steps comprising of:

a) receiving the broadcast on at least one global multicast channel;

b) associating at least one local multicast channel with the at least one global multicast channel;

c) connecting the receiver to the at least one local multicast channel; and

d) routing the broadcast from the at least one global multicast channel to the at least one local multicast channel to provide the broadcast to the receiver.

35. (New) A software arrangement configured to facilitate a respective predefined content to a receiver during a real-time broadcast of normal content, wherein, in operation, the software arrangement configures a processor to perform the steps comprising of:

- receiving the real-time broadcast of normal content from a remote device via a multicast communication, the real-time broadcast including information indicative of a respective time and a duration of at least one break in the broadcast of the normal content;

- inserting the respective predefined content into the real-time broadcast during the at least one break in the normal content; and

- providing the real-time broadcast to the receiver after the respective predefined content have been inserted into the at least one break in the normal content of the real-time broadcast.

36. (New) A software arrangement configured to facilitate and maintain a real-time broadcast to a wireless receiver on a communications network, wherein, in

operation, the software arrangement configures a processor to perform the steps comprising of:

- providing the real-time broadcast into the receiver in a first subnet using a multicast communication;

- receiving, from the receiver, a request to receive the real-time broadcast in a second subnet so as to move the real-time broadcast from the first subnet to the second subnet; and

- after receiving the request from the receiver, providing the real-time broadcast to the wireless receiver in the second subnet using the multicast communication.

A10 Cont.

37. (New) A software arrangement configured to monitor a number of receivers that receive a broadcast via a communication network, wherein, in operation, the software arrangement configures a processor to perform the steps comprising of:

providing the broadcast to at least one of the receivers on at least one local multicast channel; and

at a predetermined time and using a multicast communication, determining the number of the receivers which are receiving the broadcast, the number being determined by receiving information from the receivers indicative of the response signals being transmitted by the receivers.--.